

eyestorm.com - an Organic case study

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O R G A N I C

Who are Organic?

- + Top five global interactive agency
 - + Founded in San Francisco, Organic now has 8 offices world-wide
 - + Founded in 1993, was one of the original internet design companies
 - + Full service offering: ibusiness, Media, Branding, Logistics and Communications
-

The development diary of a 'dot com'

Week 1 - Locking on to a 'Moving Target'

- + Dot com politics and venture capitalists
- + Financial negotiations

Week 2 - Beginning Discovery

- + Conceptualising the business model
- + Strategic vision
- + Creating the brand blueprint

Week 3 - Plan, Plan, and More Planning

- + The project plan
- + Who is going to do what?
- + What shall we call it?
- + Functionality brainstorm
- + Technology partnerships defined

Week 4 - What Will it Be?

- + Design brief produced
- + Conceptual model developed
- + Still no name decided!

Week 5 - Inventing and Defining

- + "Delve" - a need to redefine visual browsing
- + Creative Requirements
- + Technology platform identified
- + We need a name - now!

The development diary of a 'dot com'

Week 6 - Parallel Paths

- + Name decided at last
- + Creative direction formalised
- + Design concepts developed and reviewed
- + Information architects produce schematics
- + Engineering work begins

Week 7 - Making It Rich

- + Prototyping "Delve" begins
- + Flash elements produced
- + Audio sequences produced
- + Design extended and page templates produced

Week 8 - Putting It Together

- + Media integration starts
- + Database testing

Week 9 - Rushing to the Finish Line

- + Flash optimisation
- + Final design touches
- + Database populated

Week 10 Hands Off!

- + QA and testing
- + Soft launch
- + What happens now?

Week 1 - locking on to a 'moving target'

Dot Com Politics and Venture Capitalists

- + difficult to prioritise needs
- + hard to slow down thinking and be rational
- + multiple visions and opinions
- + not easy to get agreement on vision

Financial Negotiations

- + impossible to forecast costs
 - + not much capital to invest upfront
 - + no time for paperwork and details!
-

Week 2 - discovery period begins

Conceptualising the Business Model

- + will it make money?
- + how will we attract users?
- + what is the competitive landscape like?

Strategic Vision

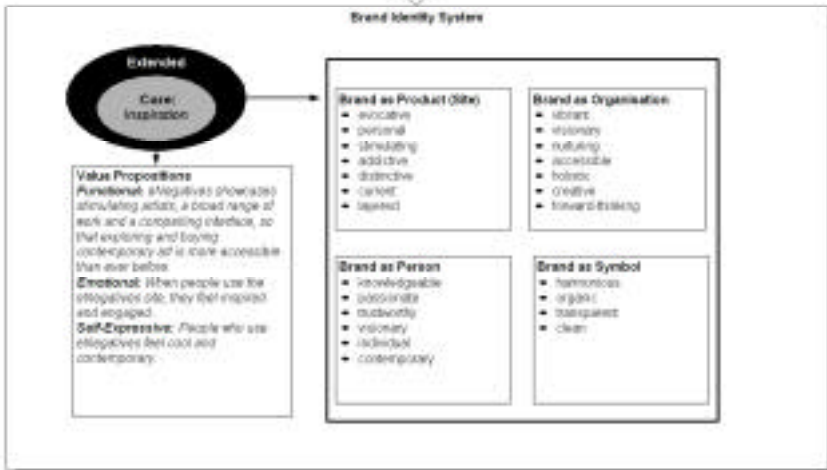
- + to create an inspirational and aesthetically led experience
- + to build an emotional bond with users via community, context and personalisation
- + redefining the online art experience: we're not a gallery
- + "art for everyone" - break down traditional barriers to gallery viewing
- + pleasing the artists, impressing the art critics, and selling art work

The Brand Blueprint

- + held workshop with client to define branding objectives
 - + brand mapping exercise to ensure values are expressed via interactivity
 - + defines personality and proposition
-



Brand Identity System



Brand Identity Implementation



The Brand Map helps to...

- + define target users
- + understand competition
- + express the brand personality
- + definitive statement of intent for brand expression
- + guides all creative work
- + gets client to sign-off!

Week 3 - Plan, Plan, and More Planning!

The project plan

- + essential to keep on schedule
- + lays out milestones and key deliverables

Who is going to do what?

- + define core teams - creative, engineering and strategy
- + identify team members strengths and weaknesses
- + who has the time - other clients are also demanding!

What shall we call it?

- + name is needed before creative work begins
- + problems getting clients to agree direction
- + domain availability limited
- + something original and appropriate to brand

Functionality brainstorm

- + thrash out ideas with all the team
- + the client wants everything! - not enough time
- + prioritise into functionality matrix

Technology partnerships defined

- + how will we get it to work?
- + client identified partner - off the shelf e-commerce via Pandesic
- + training required, staff sent to US for crash course

Sub Category	Item	Description	DEFINITION				Score Class	Strength	
			Technical Feasibility	User Involvement	Technical Difficulty	Importance to User			
Filtering	Dynamic pricing	Price changes based on number of articles in cart/bag	Requires database design	4	5	1	Positive/Negative	Price changes are dependent on product choice. Helps differentiate with competitor pricing. Shows user choices and items available for purchase	May include
Filtering	Shortage	Indicate items that are by users after their allocations	Requires database design, External database that is read	4	2	3	Positive/Negative	Shows user choices and items available for purchase	None
Search	Call Text	Deepened search of product catalogue	Requires database design	10	2	4	Negative	Expanded search will provide educated and more direct answers. Users are in the web will not participate in search anymore	Users might get lost
Search	Call Filtered	Filter categories by time, user price, geo location, genre, style, format subject, public, nationality	Requires database design	4	4	5	Negative	Category search will provide better search dimensional approach to searching of products	May include
	Customized	User preferences based on user selection	API	3	2	3	Negative	Users' personal notes complement the gallery experience	Users might get lost
Collaborative Filtering	Navigation assisted paths	Comparative merchandise based on user preferences and collective activities	Requires database design	3	4	5	Optimal/Positive	Users share experiences based on their own preferences comparable to others	Depends on user
	Navigation assisted paths by category	More than one users with linked through categorized relationships defined by the user	Requires database design	3	4	5	Optimal/Positive	More traditional approach to browsing. Driven by user own preferences	Users might get lost
User Preference Based Learning	Preference based on user browsing history	Based on history that user sessions will build	More accuracy of user browsing experience	4	5	4	Optimal/Positive	Personal delivery of content tailored to user	Requires user data
User Interaction	Dynamic feedback	Provides active responses stimulate an emotional response to the image being viewed. This image (could be added to user's experience history) generate user's attention	Learn technology on User Map	4	5	5	Optimal	More approach to the user map based on user's personal descriptive items. User's experience/visibility for browsing	Users might get lost
Customary View	Exhibition system	Traditional gallery experience (walk through or driven by the user)		3	4	5	Optimal	Users will be guided with their own other user's choices	Users might get lost

The Functionality Matrix helps to...

- + list ideas
- + prioritise items
- + identify difficulty with features and importance to brand
- + see the dependencies
- + gets client to sign-off!

Week 4 - What Will it Be?

Design brief produced

- + identify objectives and set scope
- + give team direction and focus

Conceptual models developed

- + clients needs variety of ideas
- + a need to sell in vision
- + no time to 'theorise' too much
- + pressure to give creative ideas focus

Still no name decided!

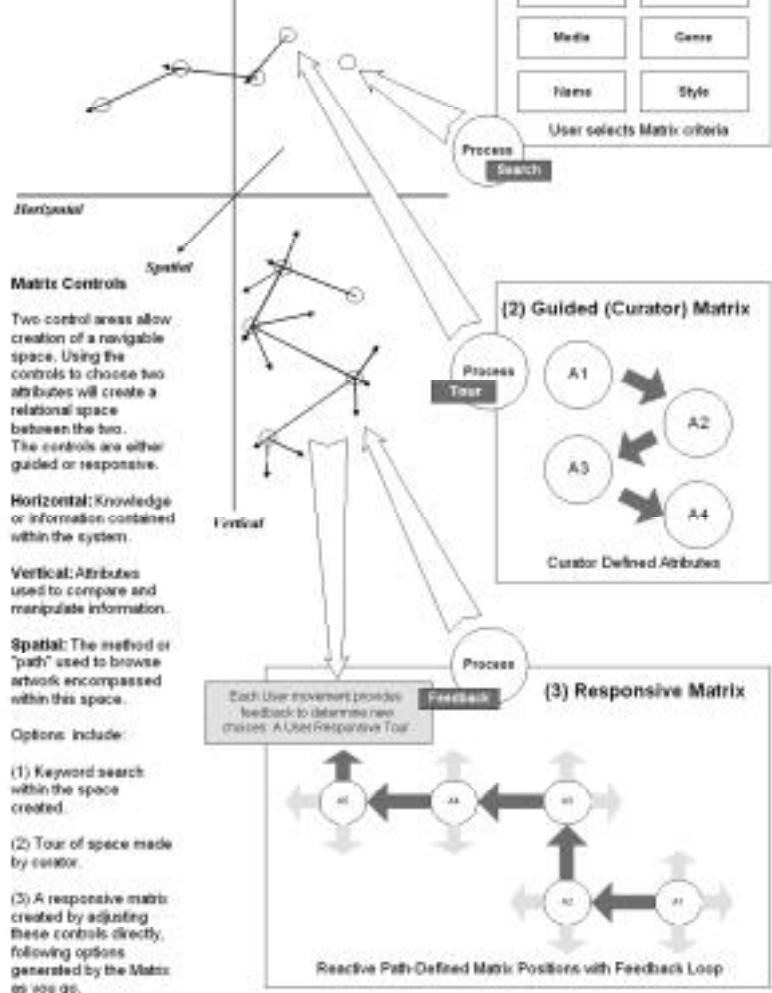
- + impacting on schedule
 - + cannot start design visualisation
-

eNegatives site concepts - Mastering The Matrix



Manipulation of two controls or attributes creates a

MATRIX



The Conceptual Model helps to...

- + shapes the way we think
- + expresses the brand effectively
- + helps us to think laterally about the user experience
- + conveys team vision in an articulate way

Week 5 - Inventing and Defining

“Delve” - a need to redefine visual browsing

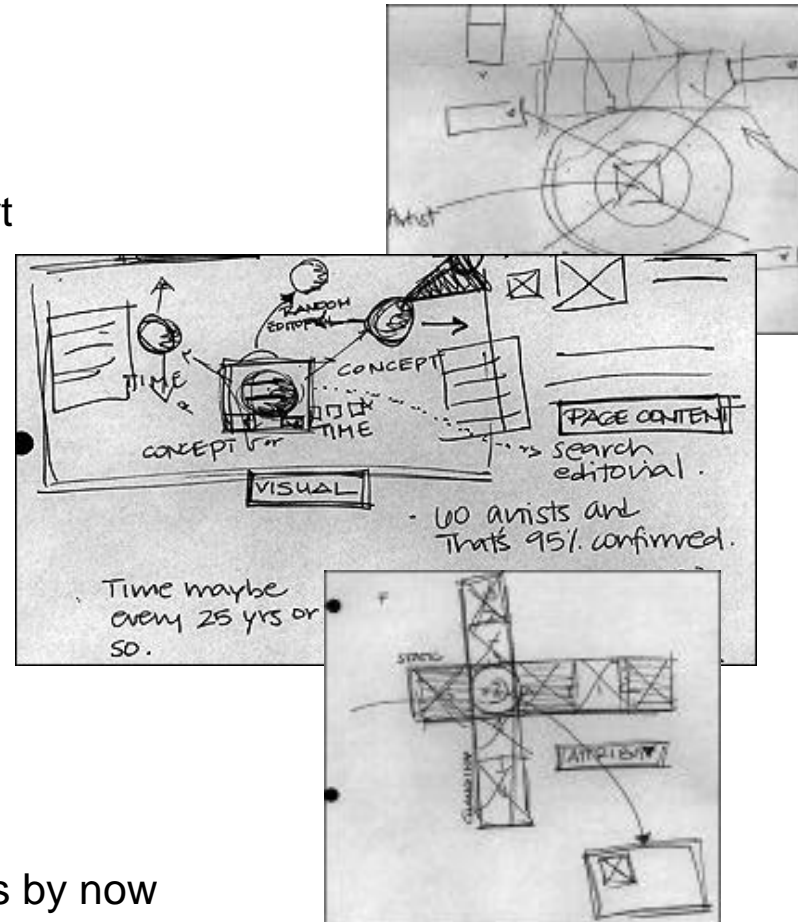
- + encapsulation of Conceptual Model
- + addressing the need to provide context for art
- + inventing something ‘new’
- + providing wow factor

Creative Requirements

- + final statement of intent
- + full scope covered
- + gets added to Engineering Requirements
- + gets client to sign-off!

We need a name - now!

- + really holding things up
- + client getting twitchy!
- + Our heads hurt - generated over 1000 names by now



Week 6 - Parallel Paths

Name decided at last

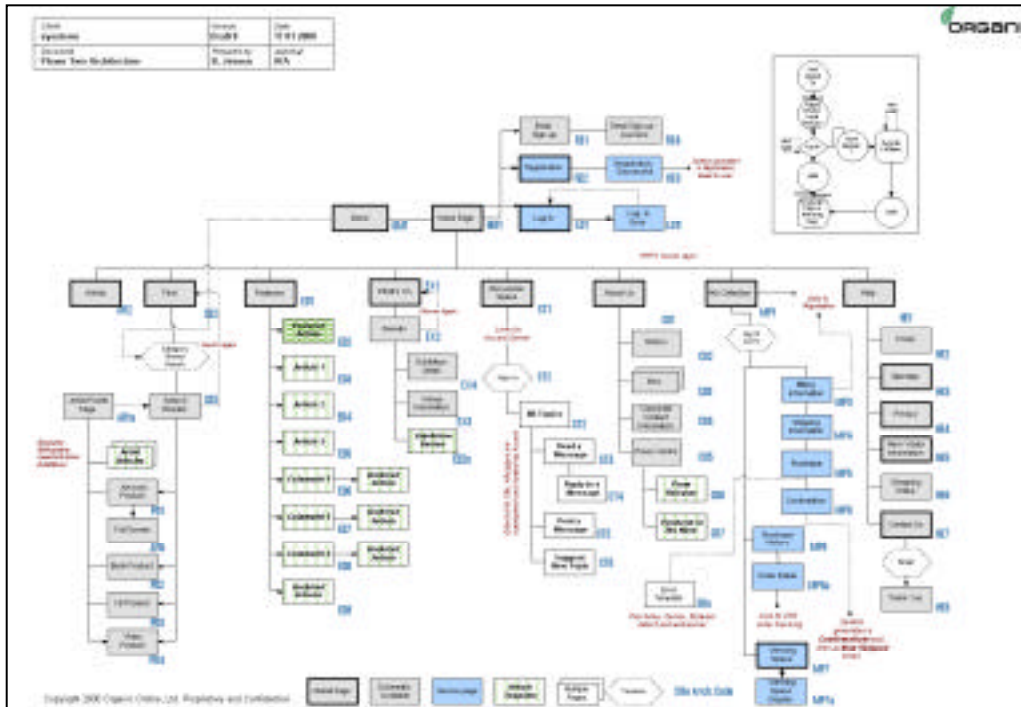
- + need to move forward to catch up on time lost
- + domain name bought - negotiation required
- + legal issues surrounding usage of name

Design concepts developed and reviewed

- + multiple design routes explored and presented to client
- + client has difficulty choosing - wants to start over again!
- + production team cannot progress until design signed off

Information Architects produce site map and schematics

- + hard to get granular when many decisions up in the air
 - + engineering dependent on schematics/site map
 - + a huge amount of work in a tiny amount of time
 - + takes time for client to step through and sign-off
-



The Site Map helps to...

- + get overview of big picture
- + develop category tree
- + identify content required
- + plan for build
- + detail functional paths and user flow
- + ensure a balance of content
- + get client sign-off!

MP5 Payment

[eyestorm \(1\)](#) [global navigation \(2\)](#)

eyestorm purchasing path: (3)

Step 1
check your shipping information

Step 2
shipping information

Step 3
confirmation, payment

Step 4
order confirmation

payment (4)

purchaser details delivery details
 name: Joe Bloggs name: Joe Bloggs
 address1: 70 Salisbury Rd address1: 70 Salisbury Rd
 address2: Queens Park address2: Queens Park
 zip/postal code: NW6 6NU zip/postal code: NW6 6NU
 town/city: London town/city: London
 country: United Kingdom country: United Kingdom

Please enter a valid offer number or leave blank to continue. (5)

exclusive offer number (6)

title	quantity	unit price	amount
B&W Print	1	\$65.00	\$65.00
(5)		sales tax	\$5.00
		shipping	\$2.50
		minus discount	-\$7.50
		total	\$65.00

credit card information (7)

card type:

card number:

expiration month (mm):

expiration year (yyyy):

(8)

If experiencing problems paying by American Express please call our number in the UK: 001-44-800-393-78676

(1) Brand Area: logo takes you to skip.asp
 (2) Global navigation: either Flash or static navigation
 (3) The steps of the purchase path
 (4) The purchaser and shipping destination details in this purchase

Schematics help to...

- + organise information independent of look and feel
- + specify functionality
- + prototype the user experience
- + identify each page of site
- + give engineering guidance
- + get client sign-off!

Week 7 - Making It Rich

Prototyping “Delve” begins

- + fear of the unknown - Flash developers express that they have not tried something like this before
- + usability and performance issues start to surface
- + problems when linking to database

Flash elements produced

- + prototype signed off
- + cross-platform nightmares

Audio sequences produced

- + brief and direction needs to be articulate as the freelancer is working remotely
- + has to tie in with visual elements that are still not finalised
- + end up using small chunks and piecing together ourselves

Design extended and page templates produced

- + underestimate how many pages there are!
- + production underway!

Week 8 - Putting It Together

Media integration starts

- + problems with rushed planning emerge
- + simplified by use of Flash for navigational elements

Database testing

- + difficulties linking into remote server
 - + content still not collated and indexed
 - + lack of time for Quality Assurance
-

Week 9 - Rushing to the Finish Line

Flash optimisation

- + movies still running poorly
- + not enough time to test on all platforms

Final design touches

- + it all comes out in the wash!
- + client keeps making changes
- + consistency issues arise

Database populated

- + inconsistent data supplied
 - + hundreds of pictures to deal with!
 - + problems with Pandesic
-

Week 10 - Hands Off!

QA and testing

- + what testing!
- + no time left - we have to launch
- + Quality Assurance an ongoing commitment

Soft launch

- + a way of managing clients expectations
- + phasing of bug fixing
- + no press please...

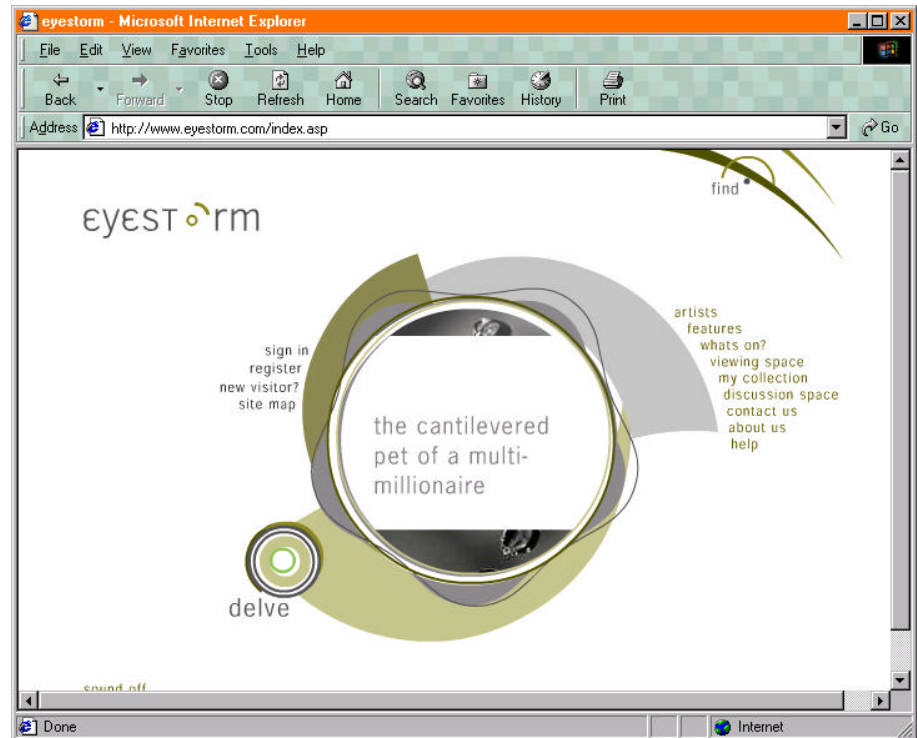
What happens now?

- + client wants planning for phase 2 to start
- + a chance to fix
- + we take a breather!

The site

www.eyestorm.com

- + good reviews in the press
- + sales figures good
- + Artist community excited
- + client signs up for phase 2 - a retainer team put in place
- + advertising campaign initialised in US



Thank You

